
Sent: 26/08/2021 12:51:52 PM
Subject: DA2021/1314- Attn: Phil Lane
Attachments: Wyndham Submission2.docx;

To Whom It May Concern:

Please find attached submission related to the above mentioned DA. This submission was also transmitted via the the council DA webpage but because pictures and tables cannot be provided via this medium, the submission is resubmitted via email.

The attached document is the preferred submission rather the the one via the webpage.

Kindest regards,

Wyndham Cramer
257/28 Oaks Avenue Dee Why

257/28 Oaks Avenue,
Dee Why NSW 2099
26 August 2021

Attn: Phil Lane
Assessing Officer
Northern Beaches Council
via email

Dear Phil Lane,

Development Application DA2021/1314 (ourmedical Dee Why)

I wish to make a submission opposing the abovementioned DA.



Current



Proposed

The DA will adversely impact on all residents in the lighthouse precinct but mainly those residents in 28 Oaks Avenue with balconies fronting Oaks Avenue. There are possibly more than 25 apartments affected.

The adverse effects can be summarised as follows:

1. Harm to health and well-being of residents

Large signage on the existing façade above the proposed medical centre façade and the newly proposed gigantic signage on the cladding encompassing the trolley ramp will be illuminated with led gutter light fittings right throughout the night. The resulting light pollution will cause health problems from sleep deprivation for the residents fronting Oaks Avenue.

2. Harm to amenity

The DA proposes large signage on the existing façade above the proposed medical centre with an oppressive dark blue background. In addition, the soft and pleasant white slat cladding covering the trolley ramp will be painted in dark blue and the business signage inserted on these slats

Lighthouse is a vibrant new mixed-use village type precinct. The proposed signage is more akin with an industrial precinct such as Brookvale.

The signage doesn't fit with the character, feel and function of the area.

The precinct is a much sought-after location to reside, most likely due to its relaxed village ambiance. If this DA is to be approved, it may reduce the desirability of the location due to the industrial type of signage.

While the medical practice submitting the DA would be a very welcome service in the area, it should be sensitive to the unique character of the vicinity and blend into the environment rather than seek to dominate it.

I have addressed the DA's SEPP 64 compliance to Assessment Criteria in an Appendix table below. The table compares the DA's compliance statements with factual position.

The DA is substantially non-compliant with the Assessment Criteria and hence should be rejected.

Kindest regards,

Wyndham Cramer

APPENDIX

Table 4. SEPP 64 Assessment Criteria		
Criteria	Proposal Compliance	Factual Position
1 Character of the area		
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located.</i>	Yes, the proposal is compatible with the existing character of the Site and other development within the immediate area, which is primarily commercial, retail, food and drink and office land uses including similar signage in the neighbouring vicinity.	No. The proposal is incompatible with the character of the area which is a mixed-use precinct. Dee Why Markets is a small shopping centre which nicely complements the amenity of the "Lighthouse" which is a vibrant new mixed-use village precinct. There is no signage like the proposed signage either in the current site or anywhere in the vicinity. The signage proposed is more akin with an industrial precinct such as Brookvale. The numerous shops and offices in Oaks Avenue, Howard Avenue and Pacific Parade have unobtrusive signage unlike that proposed in the DA.
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	Yes, as above.	No. There is not a single signage in the vicinity of a similar size, dark coloured background (dark blue) and led lighting illumination from the top to the bottom. In addition, the soft and pleasant white slat cladding covering the trolley ramp, which at present does not have any signage will be painted from top to bottom in dark blue and the business signage inserted on these slats

2 Special areas		
<i>Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?</i>	No. The Site is not located on any of the aforementioned areas. However, the Site is located within the vicinity of two (2) Heritage Items of local significance being I45 (St Kevin's Catholic Church) and I47(House) The existing development and surrounding buildings contain signage of similar scale to the proposed signage. Furthermore, the proposed signage would be of a high-	Yes. The existing development and the surrounding buildings and business establishments elsewhere in Oaks Avenue, Howard Avenue and Pacific Parade do not contain signage of the scale and size proposed in this DA. The numerous shops and offices have unobtrusive signage unlike that proposed in the DA. The proposal is visually unappealing and impacts on the village and relaxed ambiance of the area with Oaks Avenue

	quality design and finish and would improve the visual amenity of the Site through effective identification.	assuming the character of an industrial precinct.
3 Views and vistas		
<i>Does the proposal obscure or compromise important views</i>	No. The proposed signage would be of a height and scale consistent with the built form on the Site and would not disrupt any views or dominate views toward the Site.	Yes. The proposal would be distracting and compromise the district views of the residents fronting Oaks Avenue.
<i>Does the proposal dominate the skyline and reduce the quality of the vistas</i>	No. The signage is considered to be of a reasonable scale and on location on the building and will not be dominant on the skyline.	The signage is on eye level or in the line of sight to all residents in 28 Oaks Avenue with balconies facing Oaks Avenue. The quality of vistas from the balconies will be affected by the distraction from the signage especially when illuminated during the night-time.
<i>Does the proposal respect the viewing rights of other advertisers?</i>	Yes. The proposed signage would not obstruct any other signage or advertising.	No comment.

4 Streetscape, setting or landscape		
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	Yes. The proposed signage has been designed in respect of the proposed built form on the Site to effectively identify the tenant. The proposed signage is compatible with the character of the Site and its surrounds as detailed above.	No. 1. Taken together signs 1, 2 and 3 and the bottom part of the cladding of the trolley ramp (which is to be painted in dark blue identifying it with the tenant) forms an advertising hoarding that is in the scale and proportion so large and not seen anywhere in Oaks Avenue and the vicinity. 2. The proposal is out of place and does not blend with the streetscape. There is a hedge in front of the white slats at present. There is no mention that the hedge will be retained in the DA and if this hedge is removed it will amplify the size of the tenant's advertising footprint. 3. Since the setting has a village feel with a majority being small businesses with identifying signage, the DA is inappropriate and does not blend with the streetscape and landscape.
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	Yes. The proposed signage would visually define the facility on the Site and would be integrated with façade treatment to create a visually coherent built form.	The signage will visually define the facility imposing its overpowering identity on the site to the detriment of all other business establishments.
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	Yes. The proposed signage relates to building identification and would not cause any clutter.	No comment
<i>Does the proposal screen unsightliness?</i>	No. The proposed signage is not used as a visual screen or filter.	No comment
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	No. The proposed signage would not protrude above the roof line or tree canopy.	No comment
<i>Does the proposal require ongoing vegetation management?</i>	No. The proposed signage would not require ongoing vegetation management.	The hedge in front of the slats will require ongoing management.
5 Site and building		
<i>Is the proposal compatible with the scale, proportion and other characteristics of the site or</i>	Yes. The proposed signage is of a suitable scale and design for its intended purpose to	No. The site contains mainly small-scale businesses with unobtrusive signage. The

<i>building, or both, on which the proposed signage is to be located?</i>	effectively identify the business on-Site and would integrate with the proposed built form and façade design to achieve visual coherence.	proposal imposes itself on both the site and building.
<i>Does the proposal respect important features of the site or building, or both?</i>	Yes, the signage does not obscure any important architectural features of the building.	No. As above
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	Yes. The proposed signage has been integrated with the layout of the Site so as not to obstruct any vehicle movements and achieve a positive visual outcome.	No. The proposed signage is out of place compared to the other businesses in the site.
6 Associated devices and logos with advertisements and advertising structures		
<i>Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?</i>	<p>Yes, the proposed signage partially comprises of Our Medical Dee Why's logo, which is intended to be an integral part of the signage scheme.</p> <p>The proposal also entails lighting, safety structures and cabling. However, these features are not proposed or intended to be integral to the main signage message and are merely proposed to support the signage content itself.</p>	By painting the entire cladding of the trolley ramps in dark blue identifying with the business, the advertising footprint extends beyond the pure signage of the business.
7 Illumination		
<i>Would illumination result in unacceptable glare?</i>	<p>Signs 1, 2 and 3 are proposed to be illuminated using internally illuminated LED fittings with dimmable control, internally illuminated LED fittings and externally illuminated with LED gutter light fitting to top and bottom respectively.</p> <p>With this in consideration, the proposed illumination methods have been identified as low brightness and glare free illumination methods that ensure minimal glare. Further, the proposal does not comprise the use of lighting that would result in an unacceptable glare.</p>	<p>The proposal will introduce lighting that does not exist at present and the signage will be illuminated during the entire duration of darkness each day since there is no curfew. Constant lighting will cause sleep deprivation to residents in Oaks Avenue. The health effects from sleep deprivation to residents would be severe.</p> <p>The assertion that the DA will cause minimum glare is irrelevant since there is no lighting at present to cause any glare. Any lighting in the proposed location is unacceptable since it will prevent the residents from enjoyment of their homes. The only way residents in 28 Oaks Avenue can gain fresh air is from their</p>

		balconies and they will be forced to contend with the LED lighting.
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>	<p>No, as abovementioned the proposed illumination would be achieved using low glare methods which ensure the safety and amenity of pedestrians.</p> <p>Further, given the pedestrianised nature of this section of Oaks Avenue and the location of the proposed signage, the proposal would not affect the safety of vehicles or aircraft.</p>	No comment
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>	No, the proposed illumination is unobtrusive and commensurate with other signage within the vicinity of the Site as discussed above.	There is no illumination on the upper façade of Dee Why Markets at present. The illumination would visually detract and be right in the face of almost all residents in the Lighthouse, 28 Oaks Avenue.
<i>Can the intensity of the illumination be adjusted, if necessary?</i>	The proposed signage would be capable of being modified to facilitate the adjustment of illumination, should it be warranted.	No comment
<i>Is the illumination subject to a curfew?</i>	No. The proposed illuminated signage is not subject to a curfew pursuant to the WDCP2011.	Due to no curfew the lighting will cause enormous glare to all residents in Lighthouse Residences. There are more than 25 residents directly affected by the lighting proposed to illuminate the signage.

8 Safety		
<i>Would the proposal reduce the safety for any public road?</i>	No. The proposed signage is not located over a public road and is well set back from the street.	No comment
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	No. The proposed signage would not obstruct any pedestrian or cycle routes or infrastructure and therefore would not negate the safety of pedestrians or cyclists.	No comment
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>	No. The proposed signage would not obscure any sightlines from public areas frequented by pedestrians. Neither would the proposed signage obstruct any vehicle sight lines from public roads.	No comment